



# POLICIES

## **GENERAL INFORMATION**

### **STATEMENT OF PURPOSE**

The purpose of Public Access Television in Fayetteville is to provide training in the techniques of video production and an opportunity for users to provide programming on a first-come, first-served, content-neutral, non-discriminatory basis, in accordance with the First Amendment.

### **OBSERVANCE OF POLICES**

All users of Fayetteville Public Access Television must adhere to the Policies of Fayetteville Public Access Television, the City of Fayetteville Television Center, and the City of Fayetteville. Fayetteville Public Access Television staff may observe any use of the facility, equipment, personnel, and media content to determine proper use and adherence to policy.

Violation of the policies of Fayetteville Public Access Television, the City of Fayetteville Television Center, or the City of Fayetteville, will result in the suspension or revocation of privileges, up to and including exclusion from the Television Center. The Director of Media Services makes final determinations regarding the violation of policies.

The City of Fayetteville Television Center is a public facility that brings together many people in close working proximity. It is therefore the responsibility of all users of the facility to promote a safe, pleasant, and welcoming working environment. Harassment of any kind will not be tolerated.

### **WHO CAN USE FAYETTEVILLE PUBLIC ACCESS TELEVISION**

All the services of Fayetteville Public Access Television (training, use of equipment, telecasting of programs) are free of charge and available to residents of Fayetteville, students attending the University of Arkansas or Fayetteville Public Schools, and employees of public institutions and non-profit organizations based in Fayetteville. Equipment use is restricted to those whom have passed the required training classes.

## **CLASSES AND WORKSHOPS**

### **WHO CAN TAKE CLASSES AND WORKSHOPS**

Classes and workshops are free of charge and open to residents of Fayetteville, students attending the University of Arkansas or Fayetteville Public Schools, and employees of public institutions and non-profit organizations based in Fayetteville. All class and workshop participants must provide proof of eligibility through proof of residency, student status, or employment status.

### **CLASS AND WORKSHOP REGISTRATION**

With the exception of Orientation, all classes and workshops require pre-registration. Attendees must cancel class registrations by contacting the Fayetteville Public Access Television



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staff at least 24 hours in advance of the registration. Repeated failure to give at least 24 hour notice of cancellation will result in suspension of privileges to take classes or workshops.

## **EQUIPMENT USE**

### **WHO CAN CHECK OUT EQUIPMENT**

Fayetteville Public Access Television equipment may be reserved, checked out, and used by qualified producers and trainees. A producer is someone who creates, owns, controls or is responsible for the content of a television program. A trainee is a user who is currently enrolled in a class or workshop offered by Fayetteville Public Access Television, and is also considered a producer.

### **\*\*\*PLEASE NOTE\*\*\***

**The use of the equipment and facilities of Fayetteville Public Access Television and the City of Fayetteville Television Center, including telecast time on the Public Access channel, to perform for-profit activities, either directly or indirectly, is prohibited. Any such use will result in suspension or revocation of privileges to use equipment or telecast programming on the Public Access channel. Use of equipment and/or facilities must result in programming that is intended for and made available for telecast on Fayetteville Public Access Television.**

### **EQUIPMENT RESERVATIONS**

Producers may reserve and use only the equipment for which they are qualified.

All equipment must be reserved during the regular business hours of Fayetteville Public Access Television at the City of Fayetteville Television Center.

Fayetteville Public Access Television business hours are:

Monday	10:00am-8:00pm
Tuesday	10:00am-8:00pm
Wednesday	CLOSED
Thursday	10:00am-8:00pm
Friday	10:00am-6:00pm
Saturday	10:00am-5:00pm
Sunday	CLOSED

Producers must reserve equipment use through the Fayetteville Public Access Television staff. Equipment reservations may be done in person or by calling 479-444-3433.

## **EQUIPMENT CHECK-OUT**

Reserved equipment may only be checked out by the person who made the reservation. Producers who are more than 20 minutes late for their reservation will be considered to have cancelled their reservation without notice.

## **EQUIPMENT CHECK-IN**

Equipment should be checked in by the person who checked it out. All equipment will be inspected and any damage or operational issues noted before the reservation will be finalized.

## **CANCELLATIONS**

Producers must cancel equipment reservations by contacting the Fayetteville Public Access Television staff at least 24 hours in advance of the reservation. Repeated failure to give at least 24-hour notice of cancellation will result in suspension or revocation of privileges. Producers who are more than 20 minutes late for their reservation will be considered to have cancelled their reservation without notice.

## **FIELD PRODUCTION EQUIPMENT**

**Equipment must be returned within 24 hours** of check out or at the beginning of the next day Fayetteville Public Access Television is open, whichever is sooner. Extended reservations may be made with prior approval from the Director of Media Services.

Repeated instances of returning equipment more than 20 minutes late will result in suspension or revocation of equipment use privileges.

Field production equipment may not be taken out of the Northwest Arkansas area (Washington, Benton, Carroll, and Madison Counties) without prior approval of the Director of Media Services.

Producers must not allow the use of equipment they have checked out by anyone not certified to use that equipment. Allowing such use will result in suspension or revocation of equipment use privileges.

## **STUDIO PRODUCTIONS INCLUDING STUDIO CONTROL ROOM AND STUDIO EQUIPMENT**

Studio production activity must be conducted during regular Fayetteville Public Access Television business hours, unless prior approval is granted by the Director of Media Services. If the program is to be telecast live, studio time must be reserved, a Program Request Form submitted, and scheduling of the program obtained **at least two weeks before** telecast.

The producer of a studio production must advise production crew and guests that they are expected to comply with all Fayetteville Public Access Television, City of Fayetteville Television Center, and City of Fayetteville policies. The producer is ultimately responsible for the conduct of the guests and crew involved in his or her production while at the City of Fayetteville Television Center.

A technical director is required for any studio production that utilizes on-camera talent. On-camera talent may not act as technical director.

Utilizing the Studio Control Room as a production “set” for live productions is prohibited. If the Studio Control Room is utilized in any way as a production setting, production activity must be conducted in a manner so as to not interfere with other activities in the Television Center. All production activity that utilizes the Studio Control Room as a setting must be conducted after 5:00pm.

Studio and Studio Control Room equipment care policies:

- **THE PRESENCE OF FOOD, DRINKS, OR TOBACCO IN ANY FORM IN THE STUDIO CONTROL ROOM IS STRICTLY PROHIBITED.**
- After any activity in the studio, the space and equipment shall always be returned to a condition of “ready for use”.
- Television lights will be used only for the time necessary, and not used for general task lighting.
- All equipment will be returned to its designated storage area and properly stored.
- Extreme care will be exercised near production equipment when food or drinks are utilized in the studio.
- People present in the Studio Control Room should be limited to those directly involved in a production (director, audio operator, graphics operator, etc) The Studio Control Room is not a green room and is not a space to observe studio productions in process.

## **USE OF ANIMALS IN STUDIO PRODUCTIONS**

Animals actively involved in a video production will be allowed in the facility 5 minutes before, during, and 5 minutes after they are actively involved in a video production. At no time are any animals allowed in the Studio Control Room, the Master Control Room, or editing rooms.

Animals involved in production activities in the studio should be taken directly to the studio from outside and taken directly outside when finished. Use of the back door of the facility for animals to go into and out of the studio is encouraged.

Otherwise, the presence of animals of any kind in The City of Fayetteville Television Center is prohibited, with the exception of animals that are certified and working in a service capacity to assist a handicapped person (i.e. seeing-eye dogs).

## EDITING ROOMS

### **THE PRESENCE OF FOOD, DRINKS, OR TOBACCO IN ANY FORM IN EDITING ROOMS IS STRICTLY PROHIBITED.**

**No more than 2 people** may be in an editing room while projects are being edited.

Any equipment that is used that is not part of the standard equipment setup for the editing room must be removed immediately after its use by the person using the room or an appropriate staff member. This includes playback devices, videotape decks, removable hard drives, storage devices, cables, etc.

Producers' projects may be stored in a personal folder on the 'Media Raid 0' hard drive. In certain circumstances, a removable, portable storage device may be used as a working storage volume. For more information, please get assistance from the Fayetteville Public Access Television staff.

### **\*\*\*PLEASE NOTE\*\*\***

**Fayetteville Public Access Television is not responsible for the security or reliability of the editing systems. Therefore, users are strongly encouraged to back up their digital working files to a portable storage device. Fayetteville Public Access Television and the City of Fayetteville assume no liability for the partial or complete loss of any content that is stored on digital storage devices utilized at the City of Fayetteville Television Center.**

Interference or tampering with another producer's projects on an editing system will result in immediate revocation of all privileges, and exclusion from the Television Center.

Editing room equipment may not be used for duplication. Producers may make the following DVD copies of a project:

- one master copy
- one back-up copy
- one copy to be submitted to Fayetteville Public Access Television for telecast

Fayetteville Public Access Television provides DVD duplication services for any program to which you have distribution rights. The fee for copying a program is \$5.00 per DVD (includes label and case).

## **LOBBY INTERNET WORKSTATION USE**

To use the Internet workstation, you must check in with Public Access staff before starting your session.

In order to assure that ALL users have access to this free service, the use of the Internet workstation is limited to **2 hours per user per calendar day**.

The first two pages of printing from the Internet workstation are free. Users may be charged a fee for additional pages.

Internet workstation users will not:

- Have food or drink at the Internet workstation
- Engage in loud behavior while at the internet workstation
- Access any illegal, sexually explicit, or commercial Internet or Web sites
- Engage in any illegal, sexually explicit, or commercial activity
- Install any software or games on the Internet workstation

#### **USER LIABILITY IN EQUIPMENT USE**

Producers are responsible for determining that equipment is in proper working condition when it is checked out. Any malfunctions or damage should be reported immediately to the Fayetteville Public Access Television staff. All equipment is physically and operationally inspected upon check-in. Any damage or malfunction will be noted and documentation immediately given to the producer checking in the equipment.

If equipment damage or failure is due to ordinary wear and tear, the City of Fayetteville will bear the cost of repair or replacement.

If equipment damage or failure is due to mishandling or neglect on the part of the producer, the producer checking out the equipment is responsible for the cost of repair or replacement.

If equipment is stolen while checked out, the producer checking out the equipment is responsible for the cost of replacement.

Any producer under the age of 18 must have on file a Statement of Parental Responsibility before using equipment or facilities. Parents or legal guardians signing the form accept full financial responsibility for equipment used by the minor producer.

## **TELECASTING PROGRAMMING**

### **REQUESTING A PROGRAM BE TELECAST**

Any qualified user of Fayetteville Public Access Television may request that a program be telecast. All requested programs are categorized as either:

- **Inside Programs:** A program produced utilizing Television Center equipment.
- **Outside Programs:** A program produced not utilizing Television Center equipment.

All programs submitted must conform to the current technical requirements. See *Technical Standards for Programming (page 14)*.

Anyone submitting a program for telecast—whether recorded or live—**must submit a Program Request Form** before the program is scheduled. The form must be completed and signed by the program requester prior to the program being scheduled.

All programs submitted for telecast must remain in the Fayetteville Public Access Television Library. If you only have one copy of the program, Fayetteville Public Access Television will make a copy of the program for inclusion in the library.

Program submissions are scheduled for telecast on a first-come first-served basis. If the requested program is a series, see *Series Program Scheduling Policy (page 11)* for more information.

### **PROGRAM RESTRICTIONS**

Fayetteville Public Access Television does not exercise any control over the content of the programs provided. However, programming that contains any of the following will NOT be telecast:

- any violation of any Federal, State or local statute or ordinance relating to obscenity; or
- any material that is an unlawful invasion of privacy; or
- any use of material that violates copyright law; or
- commercial content

Fayetteville Public Access Television will not telecast any programming that is commercial in nature. Commercial programming is defined as: "Programming that contains direct appeals to purchase commercial goods or services; promotes the activities of for-profit groups, organizations or individuals; contains any call to action or solicitation to purchase a product or patronize a business; any use of superlatives in describing a product, service or business; any direct comparison to other products, or direct comparisons to unnamed products; any price or value information; or any inducements to buy."

Any programming that is discovered to be in violation of these restrictions will be immediately removed from the telecast schedule, and the requester will be subject to revocation of privileges.

## **MATURE AUDIENCE CONTENT**

Content that is defined as being for Mature Audiences includes "Indecent and/or extremely violent images or language. 'Indecent' is defined as [activity] that describes or depicts sexual or excretory activities or organs in a patently offensive manner as measured by contemporary community standards for a cable medium." Programs that contain mature audience content will be telecast between midnight and 6:00am.

## **COMMUNITY MESSAGE BOARD**

The Community Message Board provides an electronic message service available to Fayetteville residents, non-profit organizations, and community organizations to telecast announcements of non-profit events and/or services that may be of interest to Fayetteville viewers.

All message board submissions must be made online ([faypublic.tv](http://faypublic.tv)) or by completing a Message Board Request Form at the Fayetteville Television Center.

All message board submissions are reviewed before being telecast to ensure they do not violate any policies of Fayetteville Public Access Television.

Fayetteville Public Access Television reserves the right to edit or otherwise revise the submitted information for reasons of clarity, space, or other considerations.

Announcements of a commercial nature or on behalf of a for-profit business or service are not permitted on the Message Board. Commercial businesses or services may be mentioned as sponsors of a non-profit event.

Announcements that simply restate information already submitted in the same week will not be used. However, some events may have multiple activities. Each individual activity may have a separate announcement. For example, individual events for First Thursday might each be given a separate message.

## **CONTRACT VIDEO PRODUCTIONS**

Fayetteville Public Access Television staff provides video production services for a fee. These services and activities are called "contract production". Contract production may only include studio production activity at the Television Center and its related activity, including pre- and post-production.



All programming produced through contract production activity must be telecast on the Public Access Television channel. The rates charged are adequate to cover the basic costs of production. The rates are reviewed and approved by the Director of Media Services on an annual basis.

A standard contract document is used for contract production services. This contract document must be signed prior to beginning any contract production services. All fees charged for providing contract production services will be collected when the final product is delivered.

All monies collected for providing production services are utilized to support Fayetteville Public Access services or capital improvements as approved by the City Council and following applicable City of Fayetteville policies and procedures.

## **VIOLATIONS AND COMPLAINTS**

### **VIOLATION OF POLICIES**

If, at any time, a producer or facility user is found to have been in violation of Fayetteville Public Access Television and/or the City of Fayetteville Television Center policies, the Fayetteville Public Access Television staff will give notification of the violation to the user and report the incident in writing to the Director of Media Services.

The staff may, depending on the severity and/or frequency of the violation:

- Discuss the problem and resolve it with the user.
- Suspend the use of City of Fayetteville Television Center facilities and/or equipment for a specific time.
- Permanently revoke the use of City of Fayetteville Television Center facilities and equipment.
- Notify the proper legal authorities.

A user who feels he or she receives unfair treatment under these policies, or who has a complaint about the operation or programming of Fayetteville Public Access Television, is encouraged to discuss the matter with the Executive Director of the Fayetteville Public Access Television contractor and/or the Director of Media Services.

Any user may file a formal complaint regarding the operations or programming of Fayetteville Public Access Television. Formal complaints must be submitted in writing, and include the name of the complainant and contact information. Formal complaints may be submitted to either the Executive Director of the Fayetteville Public Access Television contractor or the Director of Media Services.

## **FORMAL COMPLAINTS REGARDING PROGRAMMING OR OPERATIONS**

To file a formal complaint about the operations or programming of Fayetteville Public Access Television:

- All complaints or comments, from whatever source or however communicated, will be immediately communicated to the Director of Media Services.
- When a formal complaint is made the Fayetteville Public Access Television staff will:
  - Document the complaint, recording the date, time, nature of the complaint, all available details to facilitate the investigation of the complaint, and contact information of the complainant, if available.
  - Immediately communicate the complaint to the Director of Media Services.
  - Immediately communicate to the complainant that their complaint is being investigated, and they will receive a determination, in writing, regarding their complaint within 3 business days.
  - Provide a written response to the complainant detailing the investigation of their complaint, any findings thereof, and any action taken by the Fayetteville Public Access Television staff in response to the complaint.
  - Provide a copy of all correspondence and other pertinent materials to the Director of Media Services.
- If desired, the complainant may appeal, in writing, any determination or action to:

The City of Fayetteville Telecommunications Board  
c/o City of Fayetteville Television Center  
101 W. Rock Street  
Fayetteville, AR 72701

## **SERIES PROGRAM SCHEDULING**

### **GENERAL INFORMATION**

- A series program is defined as a collection of programs that has similar thematic content or production style (i.e. a talk show, an instructional program, etc.), the same title, and is produced in a manner that results in new episodes or programs of the series on a consistent basis, either weekly, bi-weekly or monthly.
- A 'new program' is defined as a program that contains at least 65% material that has not been previously telecast, or is presented in a compilation that has not been previously telecast.
- The running time of a series program cannot be more than 2 hours.
- No producer may have more than 2 series timeslots simultaneously.

### **OBTAINING A SERIES TIMESLOT**

Any producer may request a series timeslot on the Fayetteville Public Access Television program schedule. To be eligible for a series timeslot, the producer must do one of the following:

- Present a minimum of 3 new programs for telecast at one time and request a series timeslot upon submission for telecast.
- Submit a minimum of 3 new programs on a consistent production schedule within a twelve-week period and request a series timeslot upon submission of the 4<sup>th</sup> new program for telecast.

### **SCHEDULING A SERIES TIMESLOT**

Once requirements are met to obtain a series timeslot on the Fayetteville Public Access Television program schedule, the producer may choose a regular timeslot during which his or her program will be telecast weekly. Series timeslots are allocated on a first-come, first-served, non-discriminatory basis within these parameters:

- The program schedule runs from 12:00m to 12:00n and repeats from 12:00n to 12:00m
- Once series requirements are met, a series producer may pick one available timeslot on either Sunday/Tuesday/Thursday or on Monday/Wednesday/Friday. The program will be telecast twice per day it is scheduled, resulting in six plays per week.
- No series programming will be telecast on Saturdays.
- Series programs with Mature Audience Content must be scheduled between 12:00m and 6:00am. The producer may choose one available timeslot for telecast Sunday through Friday, resulting in six plays per week.

## **MAINTAINING A SERIES TIMESLOT**

Once a producer has met the series requirements and his or her program has a regular series timeslot in the Fayetteville Public Access Television program schedule, these requirements must be met to maintain that timeslot:

- New programs must be submitted on a consistent basis. The minimum is one new program every four weeks. Failure to submit a new program for four consecutive weeks will result in immediate loss of the series timeslot.
- Should a producer lose his or her series timeslot due to failure to submit new programs, the producer may request a new series timeslot in the same manner the original series timeslot was obtained. No series timeslot will be “held” until a producer submits a new program.

## **VIDEO ON DEMAND (VOD) SERVICE**

The purpose of the Fayetteville Public Access Television Video On Demand (VOD) service is to provide the public a convenient way to view Fayetteville Public Access Television programming. The service is operated independently of the primary distribution channels utilized by FPAT. The VOD service is available on a first-come, first-served, non-discriminatory basis to any individual who is qualified to submit programming for telecast on Fayetteville Public Access Television.

The following are the policies and guidelines for the utilization of the Video On Demand service of Fayetteville Public Access Television:

- A program must be initially telecast on the primary distribution channels of Fayetteville Public Access Television and no more than 90 days may have passed since it was originally submitted for telecast
- Placement on the VOD service must be specifically requested by the original producer (Import programs are not eligible)
- Programs may not contain Mature Content as defined elsewhere in the policies of Fayetteville Public Access Television, or be designated to be telecast between the hours of 12:00m and 6:00a on the primary distribution channels
- Programs may be no longer than 60 minutes in length. Programs that are longer than 60 minutes may be broken into segments by the producer (i.e. Part 1, Part 2, etc.)
- No more than one program per week may be submitted by a producer for uploading. If a program has been divided into segments to comply with these policies (see above), all segments may be submitted together and will be uploaded together
- Programming will be uploaded on a first-come, first-served basis, as staff time and resources permit
- Program files to be uploaded must be provided by the producer and conform to the following digital specifications:
  - Codec: H.264
  - Field Order: Progressive
  - File Format: .mp4
  - File Size: Less than 1 Gb
- The Video On Demand service is not intended to be an archive. It is solely the responsibility of the original program producer to ensure his or her programming is preserved. The City of Fayetteville and Fayetteville Public Access Television assume no liability for the preservation of any programming that is telecast or distributed in any manner through the Public Access Television services provided.

## **PROGRAM SPONSORSHIP**

1. The following may be identified as a program sponsor:
  - a. Corporations or Divisions or Subsidiaries of Corporations
  - b. Endowments and Foundations
  - c. Individuals
2. General Rules for Acceptability
  - a. The sponsor may not exercise editorial control over the content of any portion of programming telecast on the Public Access Television channel.
  - b. The public must not perceive that the sponsor has editorial control over the content of any portion of programming telecast on the Public Access Television channel.
  - c. The public must not conclude that any programming on the Public Access Television channel promotes sponsors' products, services or other business interests.
3. Rules for Display of Sponsor Credits
  - a. All sponsor credits must identify the sponsor by name and/or logo.
  - b. Sponsor credits may not include:
    - i. Any call to action or solicitation to purchase a product, i.e. any use of "you" or "your"; or slogans such as "Get Met. It Pays."
    - ii. Superlatives, i.e. "...the most intelligent car ever built."
    - iii. Direct comparisons, i.e. "...when a Cadillac just isn't good enough."
    - iv. Price or value information
    - v. Inducements to buy, i.e. "six months free service when you buy"
  - c. Toll-free numbers or Web site addresses are acceptable if their purpose is only for the viewer to receive more information, and not to solicit sales.
  - d. Sponsor credits may not exploit or take unfair advantage of the child audience for children's programming.
  - e. Sponsor credits may not create the perception that there is a connection between the program content and the sponsor's products or services.
  - f. Sponsor credits may only be displayed at the beginning or end of a program.
  - g. Program content may not be interrupted to provide sponsor credit.
  - h. No one sponsor credit may exceed fifteen 15 seconds in length. No single program may have a sequence of sponsor credits that exceeds sixty (60) seconds in length.
  - i. Credits for in-kind goods and/or services are acceptable but they must appear in context with normal production credits and may not incorporate brands or logos.



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Example of a full sponsor credit:

"This program was made possible in part by the generous support of:

The Bank of Fayetteville—serving the Fayetteville area for over 100 years.

and by:

The Fayetteville Area Community Foundation – supporting non-profit growth in Northwest Arkansas. For more information, visit [arcf.org](http://arcf.org)"

Example of in-kind credit:

Wardrobe provided by:  
The Moustache  
On the Square in Fayetteville

This credit would be included in with the program's other production credits.

Sponsorship credits can include logos and voiceovers. They can also be short video spots, as long as they do not exceed 15 seconds, and do not communicate any sales-related messages.

SD Version 1.4 – 08/2014

## TECHNICAL STANDARDS FOR DELIVERY OF TELEVISION PROGRAMS TO FAYETTEVILLE PUBLIC ACCESS TELEVISION

The Standards include:

- Technical Specifications: the technical production methods, which must be used, and the parameters, which all material must meet to be acceptable for telecast on the channel.
- Picture and Sound Quality requirements: Some of the Quality Requirements are expressed in subjective terms (“reasonable”, “not excessive” etc), and it will be necessary to make a judgment as to whether the program meets the quality expectations of the Channel.
- Delivery Requirements: specifications regarding the form and layout of the program material.
- Quality Control: Every program submitted for telecast must satisfy a Quality Control process specified by the Channel. Any program failing the QC process on disk or file may be rejected and returned to the producer for repair and resubmission.

### **Submission Format Summary**

All programs must be delivered on one of the following media:

DVD

Digital file (regardless of storage media)

### **All programs must meet the following digital format specifications:**

#### **MPEG-2 - Program Stream ONLY**

NOTE: “Transport Stream” is NOT acceptable.

**Aspect Ratio:** NTSC 4:3 (Video may be “letterbox”. Video MAY NOT be Full Height Anamorphic (FHA). See below.

**Resolution (pixels):** 720 x 480 (Horizontal x Vertical)

**Frame rate:** 29.97 fps

#### **Maximum bit rate:**

This setting is dependent upon the editing/encoding system you are using:



If you are using Final Cut Pro or Apple Compressor, the bit rate must be set for **10 Mb/s** and **MUST BE Constant Bit Rate (CBR)**

If you are using Adobe Premier Pro or Media Encoder, the bit rate MAY be set for Variable Bit Rate (VBR) with Min 6 Mb/s, Avg 8 Mb/s, Max 10 Mb/s. This is the recommended setting. If the output is set at Constant Bit Rate (CBR) the bit rate must be set at 10 Mb/s.

**Color sub-sampling:** 4:2:0

**Structure:**

This setting is dependent upon the editing/encoding system you are using:

If you are using Final Cut Pro or Apple Compressor set the structure to: IBBP group of pictures (30 frame maximum GOP size)

If you are using Adobe Premier Pro or Media Encoder set the structure to: Closed GOP every 15 frames

**Audio encoding:** 44.1 KHz sampling frequency

NOTE: Audio must be encoded into the MPEG file using **Audio Layer II**

**Audio mix:** Stereo mix; or mono-mix to both left and right channels.

NOTE: Split-Track audio is NOT acceptable

\*\*MPEG filenames may contain up to 27 characters (no spaces) and must end in ".mpg" extension

## 1 General Quality Requirements

### 1.1 Picture Quality

- The picture must be free of excessive noise, grain and digital compression artifacts
- Movement must not give rise to distortions or break-up to moving objects, or cause large changes in resolution
- The picture must be free of excessive black crushing and highlight compression
- Hard clipping of highlights (e.g. by legalizers) must not cause visible artifacts on screen
- There must be no noticeable horizontal or vertical aliasing, i.e. jagged lines, field or frame rate fluctuations in fine detail

- Color rendition, especially skin tones, must be consistent throughout, and a realistic representation of the scene portrayed unless it is altered as an artistic visual effect
- The picture must be stable and continuous - i.e. no jumps, movements, shifts in level or position
- There must be no visible contouring / artifacts caused by digital processing
- Quantization noise must not be apparent
- There must be no noticeable spurious signals or artifacts, e.g. streaking, ringing, smear, echoes, overshoots, moiré, hum, cross-talk etc.

## 1.2 Sound Quality

- The audio must be free of spurious signals such as clicks, noise, hum and any analog distortion unless it is necessary for artistic effect
- Stereo audio must be appropriately balanced and free from phase differences which cause audible cancellation in mono
- The audio must not show dynamic and/or frequency response artifacts as a result of the action of noise reduction or low bit rate coding systems

## 2 Technical Requirements – Video

### 2.1 Standard Definition Format

All material delivered must be:

- **720 x 480 pixels in an aspect ratio of 4:3 Standard Definition (NOT FHA, Full Height Anamorphic)**
- **29.97 frames per second interlaced - commonly known as 480i/29.97**
- **Color sub-sampled at a ratio of 4:2:0**

#### **Post-production**

Electronically generated moving graphics and effects (such as rolls, DVE moves, wipes, fades and dissolves) must be generated and added as interlaced to prevent unacceptable judder.

#### **Film motion or 'film effect'**

Only film effect processes that attempt to maintain the full resolution of the original are acceptable. Straight field duplication is not acceptable. Where film motion is a requirement the use of progressive capture is the preferred method.

#### **Field dominance**

Field dominance must always be **Lower Field First**

## 2.2 Video Levels and Gamut (illegal signals)

Standard Definition digital signals will be assessed according to the recommendation **NTSC RS170A**

Video levels must be received within the specified limits so that the program material can be used without adjustment. Any signal outside the specified limits is described as a gamut error.

### Measuring signal levels

Digital video levels are usually measured with a device which displays a trace like a traditional waveform monitor. This gives readings in mV (emulating an analog signal), or as a percentage of the allowable levels.

The limits of signal levels are defined by reference to a nominal black level and a nominal white level.

Black level comprises R, G and B all at zero (or 0% or 0mV) and white level is all three components at 100% or 700mV.

In a picture signal, each component is allowed to range between 0% and 100% (or 0mV and 700mV).

### Tolerance of out of gamut signals

In practice it is difficult to avoid generating signals slightly outside this range, and it is considered reasonable to allow a small tolerance, which has been defined as follows:

- **RGB (color) components must be between -5 % and 105% (-35 and 735mV)**

- **Luminance (Y) must be between -1% and 103% (-7mV and 721mV)**

Slight transient overshoots and undershoots may be filtered out before measuring, and an error will only be registered where the out of gamut signals total at least 1% of picture area. Many monitoring devices are designed to detect errors to this specification.

## 2.3. Aspect Ratio

All programs must be delivered in 4:3 (1.33:1) aspect ratio, with video programming full screen in 4:3 (1.33:1) or 16:9 (1.78:1) letterboxed within the 4:3 Frame.

### Active Picture Width

Active picture width is 720 pixels. All aspect ratio calculations are based on this number.

### Floating images

Short sequences of images surrounded by black borders, (floating images), may be used for artistic effect. Note however, that widescreen consumer TV sets operating in Auto Zoom/Auto mode often interpret large black borders at the top and bottom of the screen as letterbox, so are likely to enlarge the picture. The resulting unpredictable

zooming can be annoying for the viewer and undermine the artistic intent. If used, the black space around floating images must be consistent across sequences of images.

### **‘Letterbox’ format**

‘Letterbox’ format material is acceptable at the discretion of the Director of Media Services.

### **Notes regarding Full Height Anamorphic (FHA) material**

Full Height Anamorphic (FHA) is a technique used by publishing systems such as Apple’s Compressor to allow 16:9 aspect ratio material to be published on a standard DVD. The actual video raster size is 720 x 480, however, the video program material is “squeezed” horizontally into this smaller size. It is designed to then be played back with a compatible DVD player that will “unsqueeze” the program material into its original 16:9 format for playback on a widescreen display. The result of this “squeezing” is a distorted video image when played back on systems that cannot “unsqueeze” the FHA material.

Producers who wish to submit program material for telecast that is in 16:9 aspect ratio must submit it in “letterbox” format.

The telecast systems at Fayetteville Public Access Television are NOT compatible with FHA material. Any programs that are submitted on DVD in FHA mode will be rejected and given back to the producer to be re-submitted in a manner that is compatible with the telecast system and in compliance with these technical standards.

## **2.4 Archive Material**

Archive material must meet all the requirements in this document, including those for up-converted SD video or down-converted HD video where relevant.

### **General quality - archive**

Archive material must be taken from the best available source, and any improvement or restoration work which could reasonably be expected must be done (for example color grading, dropout repair, or audio equalization)

### **Aspect ratio - archive**

Archive material should be adjusted/zoomed to fill the 4:3 raster where possible without compromising the image quality or composition, otherwise it may be presented in a letter-box format, which:

- must be centrally framed in the 4:3 raster,
- must show no geometrical distortion,
- must have clean and sharp letter-box edges (i.e. any video or film edge artifacts may need to be blanked)
- must be black outside the active picture

Note however, that consumer TV sets operating in Auto Zoom / Auto mode may enlarge the picture to fill the screen. The resulting unpredictable zooming can be annoying for the viewer and undermine the artistic intent.

### **Safe areas - archive**

Any captions or text already in the archive material should be kept within the caption safe area if possible, but if not, should be noted in notes on the Playback Request Form.

## **2.5 Use of HD material**

Some standard definition programs will contain material from high definition sources. Particular care must be taken to deliver the best possible quality of down-converted material.

## **2.6 Film Acquisition**

To avoid causing problems with transmission encoding film should be well exposed and not forced more than one stop. Super16 film must be cleaned before transfer and de-spotted and preferably processed to remove grain.

## **2.7 Safe Areas for Captions/Titles**

Captions and credits must be clear and legible and must be within the safe areas specified.

All font sizes must be legible.

Editing software such as Apple Final Cut Pro and Adobe Premiere Pro provide an overlay guide that defines Title Safe Area as an overlay guide in the editing windows.

### **Caption Safe Area Defined as (%)**

4:3 Caption/Titles safe area = 65% of Active Width/90% of Active Height

At the discretion of the Director of Media Services, some programs may be excluded from this requirement.

## **2.8 Standards Conversion**

When standards-converted material is included in a program, Motion Compensation (sometimes known as Motion Predictive or Motion Vector) standards conversion is required. Currently speed change is the preferred method of changing between 24fps (including 23.98) and 29.97fps standards. Due attention must be given to the audio. Use of non-linear editing platform hardware or software standards conversion is not permitted for whole programs but may be used for short inserts at the discretion of the producer.

### **3 Technical Requirements - Audio**

Audio must be delivered with either stereo mix or mono mix to both Channel 1 and Channel 2 of the program audio. Split-Track audio (e.g. voice-over on one channel and music on the other channel) will not be accepted. Programs with audio present on only one channel will not be accepted.

#### **3.1 Stereo Audio Requirements**

Stereo tracks must carry sound in the A/B (Left/Right) form.

If mono originated sound is used, it must be recorded as dual mono, so that it may be handled exactly as stereo. It must meet all the stereo standards regarding levels, balance and phase.

##### **Stereo audio levels and measurement (loudness or volume)**

Stereo program audio levels are currently measured by digital Peak Program Meters (PPM). A 1 kHz test tone should not exceed -18 dB (standard zero level) as measured on a digital audio meter. Audio average reference level is -6dB on a digital audio level meter. The Maximum Program Level must never exceed 0dB as measured on the digital audio level meter.

##### **Stereo phase**

Stereo program audio must be capable of being mixed down to mono without causing any noticeable phase cancellation.

#### **3.2 Audio to Video Synchronization**

The relative timing of audio to video should not exhibit any perceptible error. Audio must not lead or lag the video by more than 5 ms, unless necessary for artistic intent. This must be noted on the Playback Request Form.

## 4 Delivery Requirements

### 4.1 Media

All programs must be delivered on either standard definition video DVD (120mm only) or in MPEG digital file format on standard digital storage media (e.g. CD, DVD, SD, SDHC, CF, etc.)

### 4.2 Format Requirements

Programs that do not meet the following requirements will be rejected and returned to the producer for correction and resubmission.

**All programs must meet the following format specifications:**

- MPEG-2 - Program Stream **ONLY**  
**NOTE: "Transport Stream" is NOT acceptable.**

- **Aspect ratio:** NTSC 4:3

- **Resolution (pixels):** 720 x 480 (Horizontal x Vertical)

- **Frame rate:** 29.97 fps

- **Maximum bit rate:**

This setting is dependent upon the editing/encoding system you are using:

If you are using Final Cut Pro or Apple Compressor the bit rate must be set for **10 Mb/s and MUST BE Constant Bit Rate (CBR)**

If you are using Adobe Premier Pro or Media Encoder the bit rate MAY be set for Variable Bit Rate (VBR) with Min 6 Mb/s, Avg 8 Mb/s, Max 10 Mb/s. This is the recommended setting. If the output is set at Constant Bit Rate (CBR) the bit rate must be set at 10 Mb/s.

- **Color sub-sampling:** 4:2:0

- **Structure:**

This setting is dependent upon the editing/encoding system you are using:

If you are using Final Cut Pro or Apple Compressor, set the structure to: IBBP group of pictures (30 frame maximum GOP size)

If you are using Adobe Premier Pro or Media Encoder, set the structure to:  
Closed GOP every 15 frames

- **Audio encoding:** 44.1 KHz sampling frequency  
NOTE: Audio must be encoded into the MPEG file using **Audio Layer II**
- **Audio mix:** Stereo mix; or mono-mix to both left and right channels.  
NOTE: Split-Track audio is NOT acceptable
- MPEG filenames may contain up to 27 characters (no spaces) and must end in ".mpg" extension